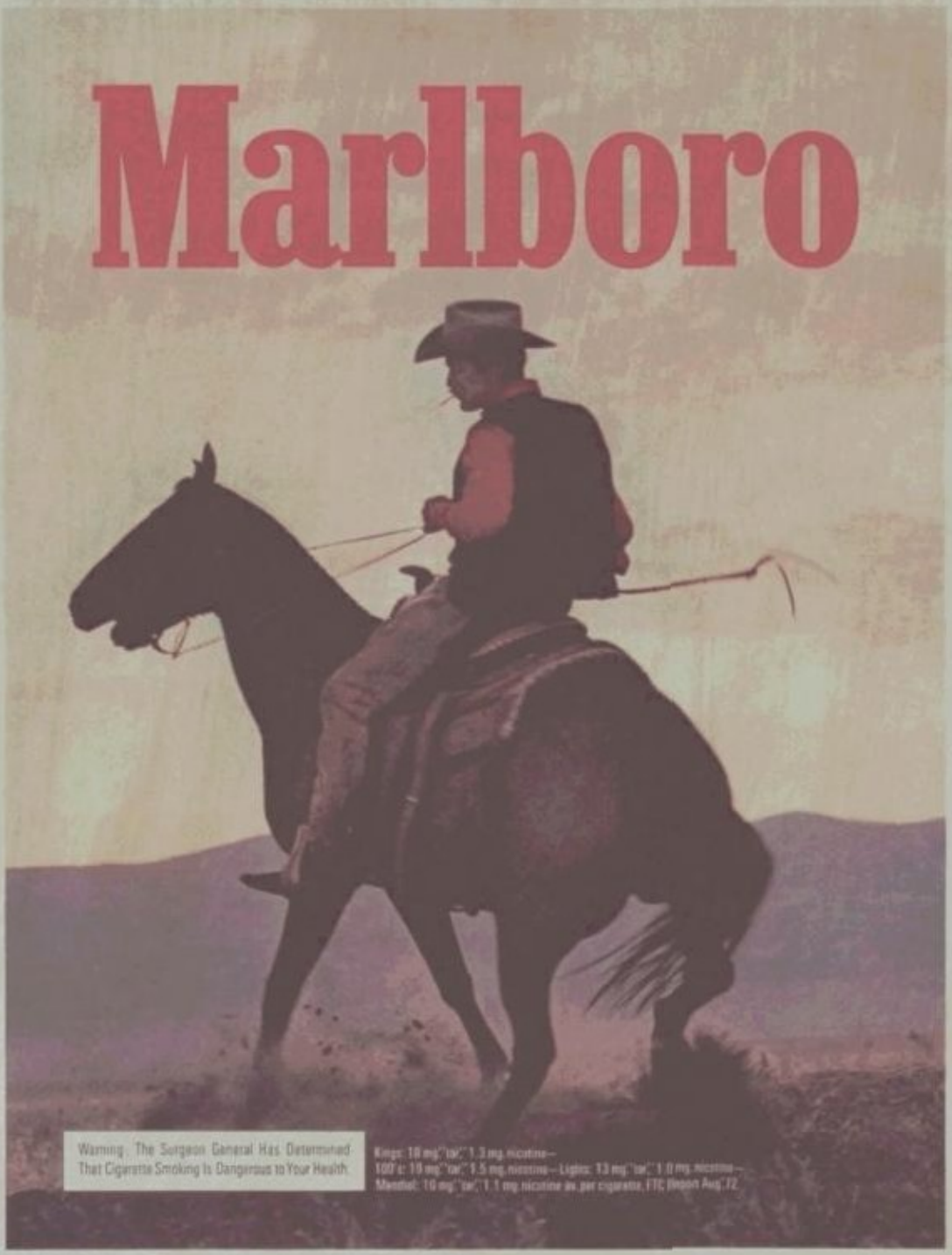
LEO BURNETT COMPANY, *Inc.*
Ad No. 2046 Plate 2—Face Stop—Req. No. 8903b—1 Page—4/C (duo)—8⅛ x 11⅛ in.—National Magazines, 1973 (A)
Printed in U.S.A.

Marlboro



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 18 mg."tar," 1.3 mg. nicotine—
100's: 19 mg."tar," 1.5 mg. nicotine—Lights: 13 mg."tar," 1.0 mg. nicotine—
Menthol: 16 mg."tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug.'72.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqkx0001
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